

COKER Tobaccos

1963 Seed Catalogue

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Robert R. Coker, left, president of Coker's Pedigreed Seed Company, and Dr. C. Hoyt Rogers, vice president in charge of tobacco breeding and production, in a field of Coker 316 on our Hartsville farms.

COKER'S PEDIGREED SEED COMPANY

HARTSVILLE

SOUTH CAROLINA



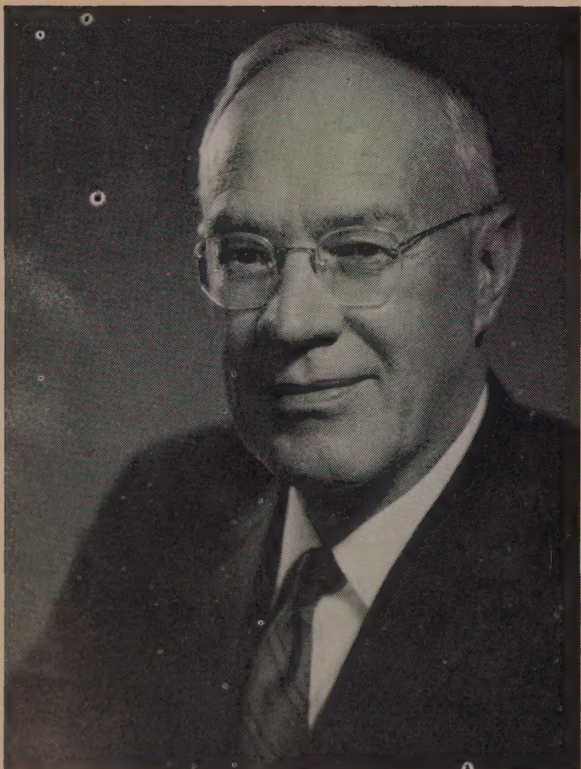
The South's Foremost Seed Breeders

GOOD TOBACCO BEGINS WITH GOOD SEED



Dr. C. Hoyt Rogers in a field of Coker 319, a new variety we are releasing to flue-cured growers for 1963 planting. This new variety has proved an outstanding performer in all our tests and is adapted to a wide variety of growing conditions. See page 4 for full details.

TO FLUE-CURED TOBACCO GROWERS:



ROBERT R. COKER

We are pleased to present our 1963 tobacco seed catalog which includes description, information and photographs of our pedigreed tobacco varieties for new crop planting. Also, this catalog contains valuable suggestions for growing and handling your tobacco crop, fertilizer, soil and varietal recommendations, and data on tobacco variety performance in our 1962 tests.

The varieties of tobacco which we are offering for 1963 planting include a wide choice for varying soil types and conditions, also varieties especially suited for domestic and export markets. We suggest that growers consider planting more than one variety on their tobacco acreage in order to provide the market with a wider range of leaf types and qualities.

With our sincere appreciation for your support and encouragement, we are

Sincerely yours,
COKER'S PEDIGREED SEED COMPANY
Robert R. Coker, President

A Message From Dr. Rogers

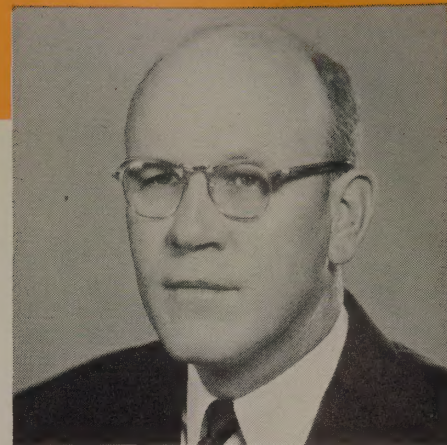
Dear Mr. Tobacco Grower:

Many factors are involved in the development of a new crop variety. In our research program, although we attempt to have a type that is stable and produces high yields of good quality crop, we still devote considerable time and effort to the further gradual improvement of any variety following its release to growers.

In conducting tests over practically the entire area, we are able to determine more readily the reaction to such variable factors as climate, soil, and general regional adaptability. If a strain or line of tobacco does not show a uniform and desirable reaction to these rather wide variables, then it is discarded or used for further breeding purposes, should it have certain desirable characteristics that make its use worthwhile in such a program.

The Coker 316 and 80-F varieties released during the last three or four years have had the major characteristics altered toward better yield, higher disease resistance and quality to suit all manufacturing needs. Both of these varieties have been improved in these respects during the past year of testing and reselection in our various nurseries and experimental plots.

We will have, in addition, two new tobaccos available for the 1963 season. One, Coker 319, was selected out of a cross of Broadleaf Hicks and Coker 139. The other, Coker 111, was reselected from a cross involving Coker 187-Hicks and Oxford 1-181. The Coker 319 averages slightly higher yields, but the Coker 111 has a little higher resistance to black shank. Both, however, have good resistance and have been reselected on wilt and nematode infested soils as well as those



C. Hoyt Rogers, Ph.D.
Vice-President

severely infested with the black shank organism. It will pay you to try some of your acreage in one or both of these varieties. Detailed descriptions and recommendations regarding both are given elsewhere in this catalog.

You are urged to plant your crop to reliable varieties such as these and provide good management throughout the entire season to insure production of a good crop of quality leaf.

Sincerely,
C. Hoyt Rogers



Accurate records are important in breeding better varieties. Shown here James L. Brown (standing), tobacco breeder and assistant to Dr. Rogers, weighing cured leaf sample of new breeding line. Seated, James W. Harrison, technical assistant, tobacco department, entering data in record book.

A New Coker Tobacco For 1963!

COKER 319

Breeder's Registered Seed

BLACK
SHANK
RESISTANT

COKER 319—Out of a number of combinations of the Coker 139 and Hicks varieties, we have selected one for release this year that has given satisfactory yields of leaf resembling that from the Hicks parent. This variety, Coker 319, combines the best features of the two varieties. It has been reselected for eight generations on soils heavily infested with black shank and root gall nematodes and checked repeatedly in nurseries located on wilt infested soil.

GROWTH HABITS—Coker 319 will average about the same height as the Hicks parent with leaves spaced a little closer on the stalk. The leaf count usually averages from four to six more than Hicks and leaves are of about the same dimensions. The leaves are somewhat more puckered between the veins than is Hicks. Like the 139 parent, it is adapted to a wide range of growing conditions and is not particularly sensitive to extremes in weather or fertilizer application. The plants have a good root system providing good feeding area and anchorage for the plant. This contributes to unusually good storm resistance. Since the plants are only of medium height, they should be well adapted to mechanized harvesting. It is recommended that this variety be fertilized about like Coker 316.

HANDLING QUALITIES—This variety shows no unusual characteristics as far as seedling production or general management is concerned. It is relatively easy to obtain good stands of this variety and no difficulty has been experienced in getting seedlings or transplants established in the field. As stated above, it has shown unusually good storm resistance when compared to most other varieties. Leaves of Coker 319, like any other variety, should be allowed to ripen well before harvesting. They are readily cured to a good lemon or orange color and will require about the same curing period as Hicks. Usually, however, it takes a slightly shorter period because it is easier to dissipate the green color, especially in the basal or butt ends of the leaves, as is usually required for Hicks. Breakage in stringing or handling in the field or around the curing barn will be at a minimum. The grower will find that this variety responds well to good management, although it is very easy to handle throughout the entire growing and curing periods.

ADAPTABILITY—We checked this variety in all belts of the flue-cured district both in 1961 and 1962, after a period of years testing in our nurseries. It performed well in all of these areas and under the different climatic conditions experienced from Coastal Plain to Piedmont. It will not bloom early under stress conditions such as excessive cold or dry periods. The average blooming date is a few days later than the Hicks variety and about like Coker 316. It responds well to average or above average applications of fertilizer.

DISEASE RESISTANCE—We have nursery or breeding plots in many areas especially selected for the extreme severity or prevalence of soil borne diseases that are of the greatest economic importance. The hundreds of tobaccos that we are constantly work-

ing with are planted in a number of the black shank and wilt nurseries or in areas heavily infested with nematodes. In most cases the black shank and wilt nurseries also have an extremely high population of the root galling and other nematodes. Coker 319 was reselected from crosses made between parents growing on such severely infested soil. This particular line has been grown and reselected under such conditions for eight generations. This is only one of about 125 tobaccos involving these two parents that are under study at present. It has been reasonably high in resistance when grown in these heavily infested soils. Although we plant tobacco continuously in these nurseries and even encourage more severe infection by artificial inoculation, it is recommended that the grower follow a rotation of tobacco with other suitable crops. At least a two year rotation of tobacco with some other crop such as cotton is suitable.

A typical plant of Coker 319





SOME SUGGESTIONS FOR PRODUCING COKER 319

COKER 319 is adapted to a wide range of soil and climatic conditions, as has been stated elsewhere in this catalog. It exhibits low sensitivity to extremes of climate; that is, it will not bloom prematurely or show any unusual growth characteristics following or during periods of unusually chilly or dry weather.

GOOD YIELDS can be expected even under fairly wide ranges of fertilizer application. Extremely high rates are certainly not recommended for this or any other variety, especially where a large part of the fertilizer is used under the crop. For many years, in accordance with results of rather extensive tests, we have followed the practice of putting only a part of the fertilizer under the crop and the balance as a side dresser from two to three weeks after transplanting and later if weather, soil and plant growth conditions demand it. On our soil we have made good crops during the last two years using from 55 to 70 pounds of nitrogen with only about a third or two-fifths of the total used under the plant, whether in the furrow or bands. This would be equivalent to about 1500 pounds of such a mix as 4-12-12 with 600 to 700 pounds applied in the furrow prior to transplanting and the balance applied to both sides from 10 days to four weeks after transplanting.

THIS VARIETY was developed on soils severely infested with black shank and wilt organisms. It has relatively high resistance to these diseases, but a rotation with other crops is recommended where infection is very severe. Although nurseries in which this variety was developed are heavily infested with root knotting nematodes and we have been growing it as a general crop on soil not treated, it is not necessarily recommended for growing without some type of treatment on severely infested soils.

LEAVES GROW fairly long and, since comparatively high yields are expected, it is recommended that not more than about 5500 plants be used per acre. The leaves are about twice as long as broad and grow to about the same size as Hicks under similar conditions but are somewhat puckered between the veins which contributes to a crepe-like appearance with fairly good grain.

The grower can expect comparatively low breakage both in the field, due to wind and storm, and around the barn during stringing and preparation for curing.

With adequate space of about eight square feet per plant in the field and harvesting when fully ripe, leaves should be cured with no difficulty to a good rich lemon or orange color. Cure in about the same manner as required for other relatively easy to handle varieties such as Coker 316.

Coker 319 is about the same height as its Hicks parent but averages four to six more leaves per stalk. Here our sales manager, M. D. Lamberth, examines a stalk of Coker 319 in a field on our Hartsville farms.

DESCRIPTION

PLANT TYPE: Medium to slightly below medium height of about 50 inches.

LEAF: Medium broad and comparatively long. Leaves are arranged well around the stem providing optimum exposure to sun. Good breakage resistance both in field and in handling around the curing barn. Cures readily to a rich lemon or orange color.

STALK: Medium sized, good resistance to wind or storm. Root system extensive enough to provide good feeding habit and ample anchorage for plant.

YIELD: Above average, usually 10 per cent or more above the Hicks type and about like or higher than Coker 316.

QUALITY: Good quality leaf to be expected from reasonable handling.

ADAPTABILITY: Develops good type plant on all tobacco soils of the Southeastern area. Has performed well on all types of good tobacco soils. Does not bloom early under adverse weather conditions nor is any difficulty experienced in transplanting, harvesting or curing the crop.

DISEASE RESISTANCE: Good resistance to black shank and tolerance to nematodes and wilt.

PRICE: 1962 Breeder's Registered Seed: \$12.00 per ounce, postpaid.

IMPORTANT NOTE: Coker 319 was bred and has been re-selected on soils severely infested with black shank and wilt, and has shown high resistance on such soils at all locations tested. However, we cannot guarantee performance since new strains of the diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.

Combination High Yields And High Quality!

BLACK
SHANK
RESISTANT

COKER 316

Breeder's Registered Seed

Our new strain of Coker 316 for 1963 is a blend of the very top lines from our extensive nursery and plot testing program. It combines high yields with even better quality leaf and has returned about \$75 per acre more than our Coker 316 strain offered this past season.

This variety is one of the best tobaccos that has come out of our breeding program. Since its release for 1960 planting, it has been a consistent producer of high yields and high quality tobacco throughout the flue-cured district. Our program of continuous reselection has resulted in an improvement of both the yield and the quality of the original strain, which means that our Coker 316 seed for 1963 planting embodies the best combination of its many fine characteristics we have yet been able to release.

GROWTH HABITS

Plants of Coker 316 average 24 or more leaves spaced about 2¼ inches apart on the stem. Leaves are medium broad, usually about 12 inches in width, and are about twice as long as wide. It is medium late blooming, averaging about 61 to 63 days from transplanting to full bloom. It has a good, well developed root system, providing good anchorage and storm resistance as well as good feeding habits.

HANDLING QUALITIES

Resistance to breakage in the field as well as around the curing barn is very good. It has shown superior quality in this respect, regardless of conditions under which it has been grown, in all belts. It stands well in the field without early burning or firing. Leaves are easily cured to a rich lemon or orange color where proper management is given and where leaves are allowed to ripen before harvesting. Leaf is medium to heavy bodied and of good texture.

ADAPTABILITY

Coker 316 has shown good response to a wide range of growing conditions in all of the flue-cured area. It is especially adapted to heavier soils but grows well on all kinds, ranging from light to heavy types. Yields will average about 10% above those obtained from other commonly grown varieties and fertilizer applications should be increased accordingly. Under stress conditions of abnormally dry or cool periods this variety will not bloom prematurely. It will usually stand well under such conditions and grow off to make good yields of high quality tobacco when the weather becomes more suitable for proper growth or where irrigation water is applied during periods of drouth.

DISEASE RESISTANCE

The Coker 316 variety was developed on soil severely infested with black shank and has high resistance to this disease. It has fairly good tolerance to Granville and Fusarium wilts and can be expected to produce a good crop except where conditions of infestation are severe. Rotations are generally recommended where disease is known to be extreme. We have, however, grown this variety on the most heavily infested black shank soil year after year with little or no loss.

Coker 316 tobacco has one of the best combinations of good characteristics our breeders have ever bred into a single variety. In this picture, Dr. C. H. Rogers examines a leaf of Coker 316 on our Hartsville farms. With him is Robert Garland, a Coker farm manager.





Bennie Ray Gupton, left, of Franklin County, N. C. and Dr. C. Hoyt Rogers examine a field of Coker 316 on Mr. Gupton's farm in Franklin County. North Carolina farmers have found this variety one of most satisfactory varieties they have ever planted.

COKER 316 at a glance . . .

PLANT TYPE: Medium height about 54 inches with leaves about 2½ inches apart, similar to 402 or Golden Harvest.

LEAF: Broad, over twice as long as wide, around 24 per plant, medium body, low breakage, easily cured.

STALK: Medium size, good root system, storm resistant.

YIELD: A little above average in yield. Does fairly well under adverse weather conditions.

QUALITY: Good quality if given space and good management and allowed to fully ripen before harvesting.

ADAPTABILITY: Grows well on wide range of soils, but more suited to heavier tobacco land.

DISEASE RESISTANCE: High resistance to black shank, moderately good resistance to wilt, comparatively little crown rot after transplanting if handled with care.

PRICE: 1962 Breeder's Registered Seed: \$10.00 per ounce, postpaid.

IMPORTANT NOTE: Coker 316 was bred and has been re-selected on soils severely infested with black shank and the wilts. It has shown high resistance to black shank and good tolerance to both Granville and Fusarium wilt in all locations tested. However, we cannot guarantee performance, since new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.

There's plenty of tobacco here. This field of Coker 316 illustrates the high yielding characteristics of this variety. Shown in the picture is Ed Ashcraft, Hartsville photographer and a constant visitor on Coker farms.



IMPORTANT THINGS TO REMEMBER IN GROWING BETTER TOBACCO

POINTS TO REMEMBER IN PRODUCING YOUR 1963 TOBACCO CROP

The flue-cured tobacco grower has many good varieties of tobacco, especially disease resistant types, from which to choose in planting his 1963 crop. He should plant a variety that is well adapted to his soil and whose source is known and reliable. To produce a good crop and sell high quality leaf on the warehouse floor, it is necessary not only to select an adapted variety of proven performance but to give proper attention throughout the season from the time the seed are planted on the bed until the final transaction on the warehouse floor. Even then the care given will be reflected in the manufacturing and final consumption of the manufactured product.

PLANT BED MANAGEMENT

Bed sites should be selected so as to provide the best conditions for production of a good stand of healthy plants. A well-drained, well exposed, fairly rich soil protected from north winds should be selected. Recommended procedures and preparation, fertilizer and treatment of beds should be followed.

Our general procedure is to thoroughly plow and pulverize the soil, then mix from one to two pounds of plant bed fertilizer in the upper four inches. Following this procedure beds are fumigated for weed control. This work is usually done from mid-October to the first or second week in November.

Where fall treatments such as these are made, care should be exercised to destroy all weeds growing in and around bed sites prior to bed soil preparation. This may be done by burning, cutting or discing, or a combination of all such operation in order to dispose of as many weeds as is practically possible.

This excellent crop of Coker 316 was produced by K. G. Smith, Sr. and K. G. Smith, Jr., shown in the picture, of Lake City, S. C. They are among the hundreds of flue-cured tobacco growers in the Carolinas, Virginia, and Georgia who have found Coker 316 a truly outstanding variety.



Where soil is plowed around the beds it is usually either left rough or seeded to a buffer strip of small grain 15 feet or more wide around the open field sides to prevent as many weed seed as possible from blowing in off open fields, ditch banks, or other places. At the time of seeding it is necessary only to loosen the top quarter or half inch of soil in order to have it suitable for planting.

WATCH FOR PESTS ON BEDS

A variety adapted to the area and known to yield a good crop should be selected by the grower. Only a part of the crop should be planted to any new variety. Following seeding of beds, they should be inspected at intervals for possible damage.

After appearance of the young plants, beds should be checked two or three times weekly for the presence of pests. Although insects may not be evident, we make it a practice to dust with a good insecticide shortly after plants begin to develop on the beds. An infestation of insects can sometimes destroy small plants overnight.

A dust or spray such as a combination of five per cent DDT and one per cent parathion will control most of the common insect pests. Foliage diseases such as blue mold and anthracnose may be controlled with recommended chemicals such as Ferbam, Captan, Zineb or antibiotics such as streptomycin. Plant ample beds to secure a good stand of uniform plants in the field.

AVOID MOSAIC VIRUS LOSS

Use extreme sanitary precautions in weeding beds or when seedlings are handled at any other time to avoid infection by the mosaic virus. This disease was widespread and caused severe damage during the 1962 season. Most of the trouble from this source can be avoided if one follows sanitary practices while working with plants on the bed or transplanting in the field or during early growth following transplanting. Do not use scrap from last year's crop where infection may have been present in stables or chicken houses where manures may be used from these premises as a supplemental tobacco fertilizer. The use of cigarettes, chewing tobacco, snuff, cigars, or other tobacco products around the plant beds or while pulling plants or transplanting should either be avoided or hands washed thoroughly or doused with a small quantity of rubbing alcohol after using these products. Tobacco should not be planted in fields where mosaic was present the previous year. A sound rotation is good practice anyway. The grower loses both quality and quantity when plants become infected with mosaic or other virus diseases. The tobacco products one uses may not have infected leaves present, but where such is the case the grower is taking undue risk.

PREPARE SOIL WELL AND FERTILIZE JUDICIOUSLY

Field soil should be well prepared and free of excess rubbish before transplanting. After the drill furrows have been made

it might be advantageous to subsoil the land to a depth of about 15 inches, in the furrow, depending on the area and condition of the soil. This practice is not too costly and in most years on our particular soils it has improved the growth of plants. Fertilizer should be applied in recommended quantities with care exercised not to over-fertilize varieties that might be most sensitive to such a practice. Under our conditions we have found it very satisfactory to apply about half of the mixed goods in the furrow prior to transplanting and the balance at the first cultivation or about 10 days after transplanting.

We have noted many cases where fertilizer in excess quantities applied in the drill have resulted in severe root damage and delayed crop development.

As stated before sufficient bed should be planted to ensure plenty of good transplants to finish any given field that will be worked and cropped as a unit. A good stand of uniform size plants is one of the prime essentials for making a good crop of tobacco. Do not crowd plants in the field. Spacing tests have shown that plants of varieties grown today should have about eight square feet or possibly more. This means that plants in rows four feet apart should be spaced about 24 inches in the drill. Such spacing should provide ample sunlight and air movement which are essential in the production of quality leaf.

CONTROL INSECTS BEFORE THEY APPEAR

It is best not to wait until insects appear to begin an insect control program. As soon as plants begin to develop and spread, insecticides such as DDT and parathion or malathion should be used to prohibit bud worm, aphid and flea beetle infestation and resultant damage to the crop. As in the bed, it pays to inspect the crop frequently for presence of insects and the general condition of the crop.

Prior to the suspected presence of horn worm moths, Endrin or other recommended horn worm insecticide should be dusted or sprayed on plants. Applications at weekly or 10 day intervals, depending on weather, is usually sufficient. Established recommendations should be followed in the use of all chemicals throughout the growing season and harvesting season.

HARVESTING AND CURING

A uniform stand of uniform size plants not only makes for easier tillage but for better harvesting. If all plants are near the same size and bloom at about the same time, they will usually ripen uniformly and make for easier cropping and curing of leaves to about the same color and quality.

Leaves should be harvested when well ripened regardless of variety used and immediately hung on the racks or in the curing barn, if at all possible. Bulking on the ground, even for relatively short periods, increases the danger of curing sponged or muddy leaf.

The tobacco should not be crowded in the barn and sticks should be hung so that they alternate vertically from tier to

tier. That is, in each tier above, the tips of the leaves should hang downward between each two sticks on the tier below. Where unusually long leaves are produced this will allow better ventilation and easier and quicker curing.

If leaves are fully ripened when cropped it should not take more than about 40 hours to properly color in the barn. The complete curing process under good conditions should not require more than four to five days. Much damaged tobacco is placed on the warehouse floor because the cured leaf is allowed to become too soft or in too high order in the curing barn before removing to the pack house. It should be just soft enough to handle without breaking, especially in periods of warm, muggy weather.

PRACTICE GOOD GRADING AND MARKET PREPARATION

The same precautions should be followed when grading and handling in the pack house. Unsound tobacco on the warehouse floor is usually the result of unsound or unsafe practices in the pack house. In grading, the leaf should be sorted into different grades so that it can be readily graded by the inspector on the warehouse floor and the grade placed thereon will be representative of all tobacco in that particular lot. Tobacco processing and grading on the warehouse floor should be above reproach by any purchaser whether domestic or foreign.

You are urged to consult your county agent, tobacco specialist, or vocational agriculture teacher, or any other reliable source, for the most recent and most practicable information that might be useful throughout your entire program of production and sale of tobacco.

This fine tobacco is Coker 80-F grown on the farm of Claude Miles of Rt. 2, Loris, S. C. This variety combines the characteristics of its parents, Coker 187, Coker 139 and Coker Hicks.



Fertilizer and Soil Recommendations and Data on Tobacco Varieties, 1962					
KIND OF TOBACCO	Disease Resistance			Recommended	
	Black Shank	Granville Wilt	Fusarium Wilt	Tobacco Soil*	Fertilizer
Hicks	None	None	None	Medium to medium heavy	Moderate
Coker 316	High	High	Moderate	Medium to heavy	Moderate to moderate heavy
Coker 187-Hicks	High	Moderate	Moderate	Medium to medium heavy	Moderate to moderate heavy
Coker 80-F	High	Moderate	Moderate	Medium to medium heavy	Moderate
Coker 319	High	Moderate	Moderate	Medium to heavy	Moderate to moderate heavy
Coker 111	High	Moderate to high	Moderate	Light to medium heavy	Moderate

* This refers to grades of tobacco soil, not bottom land or sandy land.

CONSULT YOUR COUNTY AGENT, VOCATIONAL AGRICULTURE TEACHER OR TOBACCO SPECIALIST ABOUT METHODS AND MATERIALS.

Another New Coker Variety For 1963!

COKER 111

Breeder's Registered Seed

BLACK
SHANK
RESISTANT

The Coker 111 variety of tobacco released for 1963 planting was selected from a cross involving Coker 187-Hicks and Oxford 1-181. This variety has been reselected for seven generations on soils severely infested with black shank, wilt and nematode organisms. It has been tested in such areas throughout Georgia, the Carolinas and Virginia and is especially adapted to the Coastal Plain or lighter soils in other belts. It is somewhat above average in nicotine content and is medium to medium heavy bodied. This tobacco should produce leaf acceptable to both domestic and export trade. Leaf acceptability by both has been good.

GROWTH HABITS

Coker 111 plants are intermediate between the two parents. Leaves are wider than the 1-181 and longer than the 187-Hicks. Plants average about five feet in height with about 23 leaves per plant and approximately two and a half inches between leaves. The leaf count has averaged from four to five more per plant than the Hicks variety. Yields should be up to 10 per cent more than Hicks. Plants average about six inches taller than Hicks with leaves well spaced and arranged around the stem so as to provide optimum sunlight and air availability to each. There are few or no ground suckers and axil suckers are usually later in developing than the Hicks variety because the blooming date is later. Plants have a well developed root system.

The uniformity of Coker 111 and its high producing characteristic are outstanding features of this variety. This field, produced on our Hartsville farms, illustrates typical growth habits. Shown in photo Henry L. Cooke, North Carolina sales representative.



HANDLING QUALITIES

In a similar manner to other varieties, leaves should be well ripened before harvesting. It is fairly easy to handle both in the field and around the curing barn and about like Hicks in these characteristics. The leaves are easily cured to a deep lemon or orange color and are of good texture. Good quality leaves are produced on the bottom third of the plant with relatively good nicotine content and other desirable characteristics.

SOILS AND FERTILIZER

In tests throughout most of the flue cured district, Coker 111 has shown good adaptability to a fairly wide range of soils and climatic conditions. Because of the comparatively good body and relatively high nicotine content, it is especially adapted to the Coastal Plain and medium or light soils in other areas. This tobacco should be fertilized about like Hicks but less than a variety such as Coker 316. Usually about a fifth less fertilizer should be applied in fields planted to this variety. Since it has a medium blooming date, it will usually withstand periods of unfavorable weather conditions better than some of the early blooming varieties, such as Hicks.

DISEASE RESISTANCE

Coker 111 has very high resistance to black shank and has been reselected on wilt infested soils and has shown comparatively good resistance to these diseases. It also has fairly good tolerance to the root knot nematode. Little or no loss has been experienced in nurseries or other plots with severe disease infestation, regardless of location in the different flue cured tobacco belts.



M. D. Lamberth, Coker sales manager, displays a leaf of Coker 111. In all our tests, this new variety has shown superior characteristics of disease resistance, ease of handling and curing, and outstanding quality.

CHARACTERISTICS

PLANT TYPE: Medium to slightly above medium height, about five feet tall. Medium late blooming.

LEAF: Fairly long, medium width, from two to two and a half times as long as wide. Spaced $2\frac{1}{2}$ to $2\frac{3}{4}$ inches apart on the stalk. Medium to medium heavy bodied. Averaging from 22 to 24 leaves per plant. Easily cured to dark lemon or orange color.

STALK: Medium size with good root system providing good storm resistance.

YIELD: Slightly above average, from 5 to 10 percent greater than Hicks.

QUALITY: Good texture and body, slightly above average in nicotine content. Selling well on warehouse floor.

ADAPTABILITY: Especially suited to the Coastal Plains and generally to medium or medium light tobacco soils.

PRICE: 1962 Breeder's Registered Seed: \$12.00 per ounce, post-paid.

This beautiful field of Coker 111 was grown on our Hartsville farms. Shown in the picture is Elvis Parnell, Coker assistant sales manager.

A Variety With Superior Characteristics

COKER 80-F

Breeder's Registered Seed

BLACK
SHANK
RESISTANT

This variety, first released for planting in 1962, is derived from a cross involving Coker 187, Coker 139, and Coker Hicks. Coker 80-F will yield from 10 to 20 per cent more than Hicks, and produces a leaf of about the same type and chemical composition.

GROWTH HABITS

Coker 80-F plants will average about 6 to 10 inches taller than Hicks. Leaves will usually average about five more per plant.

Yield is about in the same proportion. Where Hicks will have about 2.5 inches spacing between leaves, Coker 80-F will average about 2.4 inches spacing. Leaves are medium broad, averaging around 24 inches long and 11 to 12 inches wide.

HANDLING QUALITIES

Leaves of Coker 80-F will handle readily in the field and around the curing barn without excess breakage. It will stand well in the field without burning and the leaves are ready for priming when they appear to be ripe or the color fades from leaf petiole and blade.

The normal curing procedures will apply to this variety and the grower will find it not sensitive in any respect.

ADAPTABILITY

Coker 80-F has been grown and tested on a wide range of soils throughout the flue-cured district. Good quality leaf has been produced on all plots wherever tested. Although it is somewhat similar to Hicks, it does not bloom early under stress conditions of cold or drought.

This variety is not particularly sensitive to a fairly wide range of fertilizer applications. However, because of good resistance to nematodes and an extensive root system, which provides a good anchorage in feeding area, it has responded adversely to over-fertilizing in some instances. For these reasons, we advise caution against excessive fertilizing. An average of 60 to 70 pounds of nitrogen should be adequate under normal circumstances.

DISEASE RESISTANCE

Coker 80-F was developed in nurseries located on soils heavily infested with the black shank and root knot organisms. It has also been tested and reselected on soils having Granville wilt and Fusarium wilt.

This variety is highly resistant to black shank and has fair tolerance to nematodes as well as some tolerance to Granville and Fusarium wilts. It is not, however, recommended for continuous planting on those soils with very severe wilt.



A beautiful crop of Coker 80-F on the farm of Paul Nessmith near Statesboro, Ga.

DESCRIPTION

PLANT TYPE: Medium height of about 56 inches with leaves spaced about 2.3 to 2.5 inches apart.

LEAF: Medium broad, about twice as long as broad, averaging around 24 inches in length and 11 to 12 inches in width.

STALK: Medium size, good root system providing good storm resistance and feeding area.

YIELD: About 10 to 15 per cent higher than Hicks.

QUALITY: Very good quality and curing to a rich lemon or orange color.

ADAPTABILITY: Grows well on practically all tobacco soils throughout the flue-cured district.

DISEASE RESISTANCE: High resistance to black shank, some resistance to nematodes and some tolerance to wilt.

PRICE: 1962 Breeder's Registered Seed: \$10.00 per ounce, postpaid.

IMPORTANT NOTE: Coker 80-F was bred and has been reselected on soils heavily infested with black shank and wilt. It has shown high resistance to black shank and some tolerance to wilt on such soils at all locations tested. However, we cannot guarantee performance since new strains of the diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.

A High-yielding Dependable Variety

COKER 187-HICKS

Breeder's Registered Seed

BLACK
SHANK
RESISTANT

Our Coker 187-Hicks for 1963 has been developed from a strain intensively checked in our breeding nurseries throughout the Carolinas and Virginia. This improved strain has shown high resistance to black shank and wilt damage under conditions of extreme infestation from these diseases.

Plants of this variety average about four and a half feet high and produce around 24 to 26 leaves per stalk space about two and one-half inches apart. Leaves are broad and medium long. They are somewhat puckered between the veins similar to Coker 187 and to its Golden Wilt parent. Leaves become smoother as they ripen.

HANDLING QUALITIES

Coker 187-Hicks is easily handled, and responds well to a wide range of growing conditions. It cures easily to a rich lemon or orange color with good body and texture, especially when properly managed throughout the growing season and reasonable care is exercised in cropping.

ADAPTABILITY

This variety is adapted to all soils and climate of the flue-cured district from Florida to Virginia. It does especially well on medium to medium-heavy soils. Medium late-blooming, it withstands adverse weather conditions without early flowering.

DISEASE RESISTANCE

Coker 187-Hicks has been tested throughout the Carolinas and Virginia for five years on soils heavily infested with disease organisms. At all locations tested it has shown continuously high resistance to black shank, Granville wilt, and Fusarium wilt. Our newest strain, for 1963 planting, has the highest degree of combined resistance to these diseases of all the strains we have tested.

IMPORTANT NOTE: Despite the relatively high disease resistance of Coker 187-Hicks, we cannot guarantee performance since new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.

Coker 187-Hicks as produced in 1962 by M. L. Cothran, shown in picture, near Timmons ville, S. C. This variety is a high-yielding, dependable variety which has proved a good money-maker since it was first released by our breeders.

COKER 187-HICKS at a glance . . .

PLANT TYPE: Of average height and appearance. Leaves are broad, medium long and spaced 2-2½ inches apart.

LEAF: Not as brittle as some varieties. Easily handled; cures to a good color.

STALK: Medium size, well anchored with good storm resistance.

YIELD: Produces moderately high yields of cured leaf; averages 10% above more commonly grown varieties.

QUALITY: Makes a good grade leaf when given reasonable attention and fair growing conditions.

ADAPTABILITY: Widely adapted, with good growth and leaf quality at all locations.

DISEASE RESISTANCE: Has shown continuously high resistance to black shank, Granville wilt and Fusarium wilt.

PRICE: 1962 Breeder's Registered Seed: \$8.00 per oz., postpaid.





Coker's Broadleaf Hicks has been a consistently satisfactory performer for Georgia farmers. This field of Hicks was grown on the farm of Harold Adams of Route 3, Douglas, Ga.

BLACK SHANK RESISTANT N. C. 95 CERTIFIED SEED

This variety was released in 1960 by the North Carolina Experiment Station and the U. S. Department of Agriculture. Plants of N. C. 95 are medium height, averaging a little over four and a half feet and bloom about a week to ten days later than Broadleaf Hicks. Plants will average about four leaves more per plant than Hicks and are somewhat shorter in length. Leaves are spaced about two and a half inches apart on the stalk. They are rather dark green and of a crinkled appearance which tends to smooth out as the leaves mature. Leaves should be allowed to fully ripen before harvesting. This variety has good resistance to black shank and to one of the root knotting nematodes.

Price: \$6.00 per ounce, postpaid.

Non-Resistant Varieties

COKER'S BROADLEAF HICKS

Certified Seed

Coker's Hicks Broadleaf is from an original selection made by Coker breeders from one of five different tobaccos tested under that name in our nursery plots. Development of this variety began in the early 1940's and was released 13 years ago. We have rigidly re-selected and tested Hicks since its release. Through this intensive improvement, yields have been increased over 50 per cent, and the quality, adaptability and ease of handling have been improved. This continuous program provides the grower with improved seed with which to grow increased yields of better quality leaf. Comparative tests of Coker's Hicks with seed of this variety from other sources have shown yield differences in favor of Coker's Hicks as high as 168.5 pounds per acre and higher dollar value up to \$131.50 per acre.

Price: \$5.00 per ounce, postpaid.

COKER'S GOLDEN CURE

Breeder's Registered Seed

A favorite with growers throughout the bright belt because of its good yield, fine quality, dollar return, and ease of handling and curing. It has shown good adaptability to soils not infested with black shank and the wilts. Plants have been re-selected and inbred on heavily infested nematode soil in field and greenhouse for 16 generations.

Price: \$4.00 per ounce, postpaid.

COKER'S WHITE GOLD

Certified Seed

Our White Gold variety is very similar to Hicks Broadleaf. It produces plants of medium size with medium broad leaves. This variety should be managed and the leaf handled about the same as Hicks. The mature leaf is very easy to cure to a bright lemon or orange color.

Price: \$4.00 per ounce, postpaid.

TERMS AND CONDITIONS

LOOK FOR THE RED HEART TRADEMARK ON ALL PACKAGES
OF GENUINE COKER'S PEDIGREED TOBACCO SEED

Our own pedigreed varieties of Coker's Pedigreed Tobacco Seed are packed in convenient one ounce metal containers bearing our registered Red Heart Trademark and the words, "COKER'S PEDIGREED TOBACCO SEED." Each container is sealed before leaving our plant and should not be accepted by customer if the seal is broken. Protect yourself by insisting upon having only seed bearing our registered Trademark and official seal. Accept no substitutes.

OUR RESPONSIBILITY

Our tobacco seed are carefully tested for germination and purity before shipment. Every ounce container is sealed with a label on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted, for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed. Our liability is limited to the purchase price of the seed.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drouth or poor conditions will result in a reduced yield and poorer quality—no matter what variety is planted.

OUR CLAIMS

The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL grown, processed, tested and stored under our personal supervision and control.

PRICE LIST 1963 SEASON

PEDIGREED VARIETIES

Registered Seed

Black Shank and Wilt Resistant

	Per Ounce
Coker 319	\$12.00
Coker 111	12.00
Coker 316	10.00
Coker 80-F	10.00
Coker 187-Hicks	8.00

PEDIGREED VARIETIES

Registered Seed

Golden Cure	\$ 4.00
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CERTIFIED VARIETIES

Black Shank and Wilt Resistant

N. C. 95	\$ 6.00
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CERTIFIED VARIETIES

Hicks Broadleaf	\$ 5.00
White Gold	4.00

NUMBER OF PLANTS PER ACRE AT DIFFERENT ROW WIDTHS AND DRILL SPACINGS

ROW WIDTH	INCHES APART IN ROW					
	14"	16"	18"	20"	22"	24"
3' 6"	10,667	9,334	8,297	7,467	6,788	6,222
3' 9"	9,956	8,712	7,744	6,969	6,336	5,808
4' 0"	9,334	8,167	7,260	6,534	5,940	5,445
4' 3"	8,785	7,687	6,832	6,149	5,590	5,124
4' 6"	8,297	7,260	6,453	5,808	5,280	4,840
4' 9"	7,860	6,877	6,113	5,502	5,002	4,585
5' 0"	7,467	6,534	5,808	5,227	4,752	4,356

YOUR 1963 TOBACCO SEED CATALOGUE FROM COKER'S

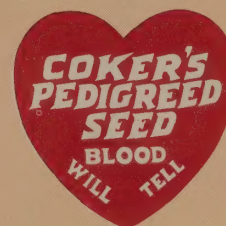


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COKER'S PEDIGREED SEED CO.



HARTSVILLE, SOUTH CAROLINA

The South's Foremost Seed Breeders